

Google Ads

Aya Kamal



SEO

Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

SEO refers to the improvement of *unpaid* results (known as "natural" or "organic" results) and excludes direct traffic/visitors and the purchase of paid placement.

SEM (Google Ads)

Search engine marketing (SEM) is a type of internet-based marketing associated with the researching, submitting and positioning of a website within search engines to achieve maximum visibility and increase your share of paid and/or organic traffic referrals from search engines.

SEM involves things such as search engine optimization (SEO), keyword research, competitive analysis, paid listings and other search engine services that will increase search traffic to your site.

Contrast With SEO

SEM is a broader term than SEO. Where SEO aims to provide better organic search results, SEM helps you successfully target users of search engines via advertising (paid) links in search results in addition to organic search to send targeted traffic to your website.

Google Analytics

is a free Web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is available to anyone with a Google account.

Audience Overview

Dec 9, 2012 - Jan 8, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

● % of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

● Visits

1,000



13,755 people visited this site

Visits: 15,915

Unique Visitors: 13,755

Pageviews: 27,881

Pages / Visit: 1.75

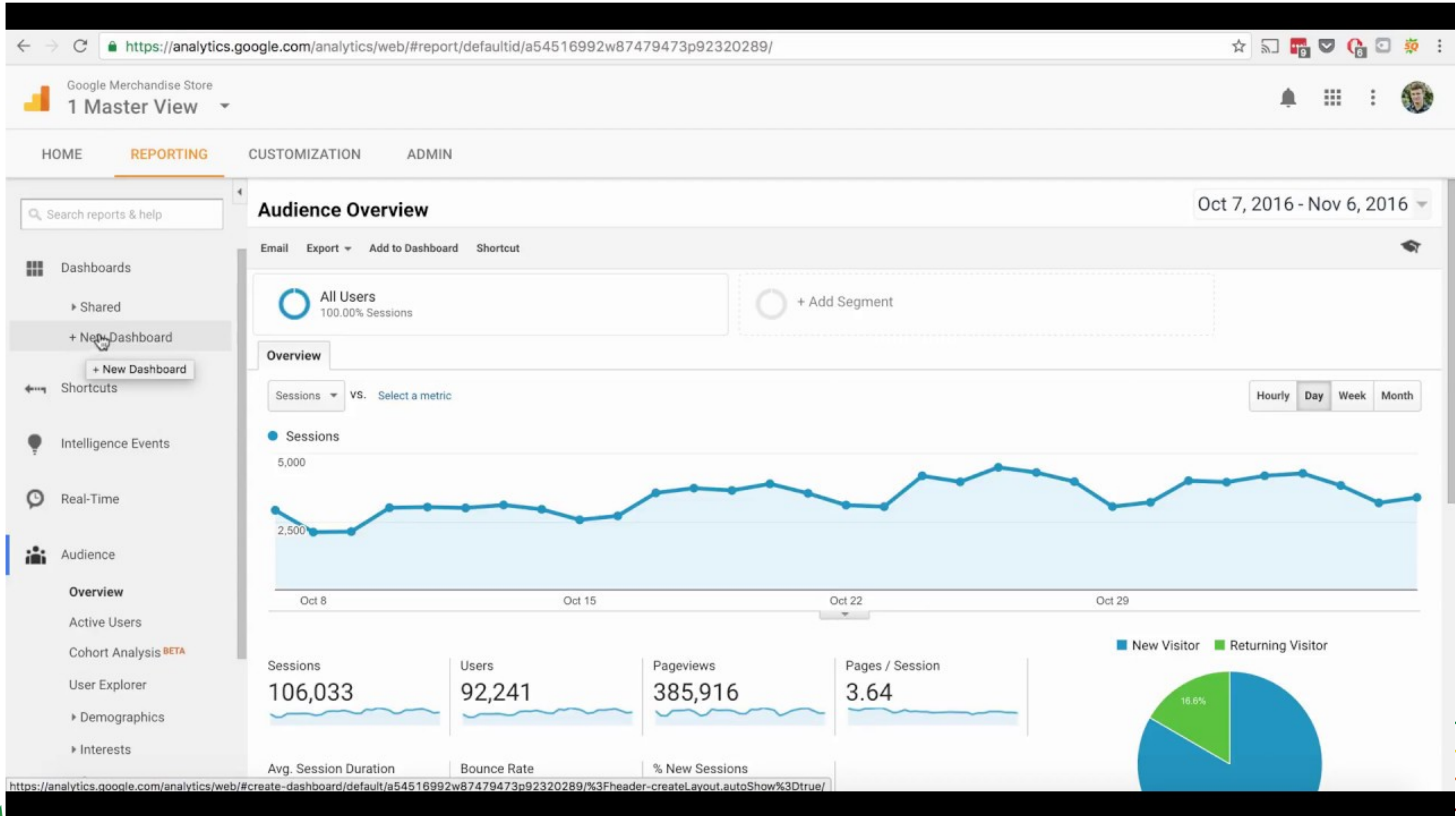
Avg. Visit Duration: 00:02:09

Bounce Rate: 74.64%



83.67% New Visitor
13,316 Visits

16.33% Returning Visitor
2,599 Visits



Search reports & help

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users

Cohort Analysis **BETA**

Demographics

Interests

Geo

Behavior

Technology

Mobile

All Users
100.00% Sessions

In the Reports tab you can see data for your website and audience.

+ Add Segment

In the Reports tab you can see data for your website and audience.

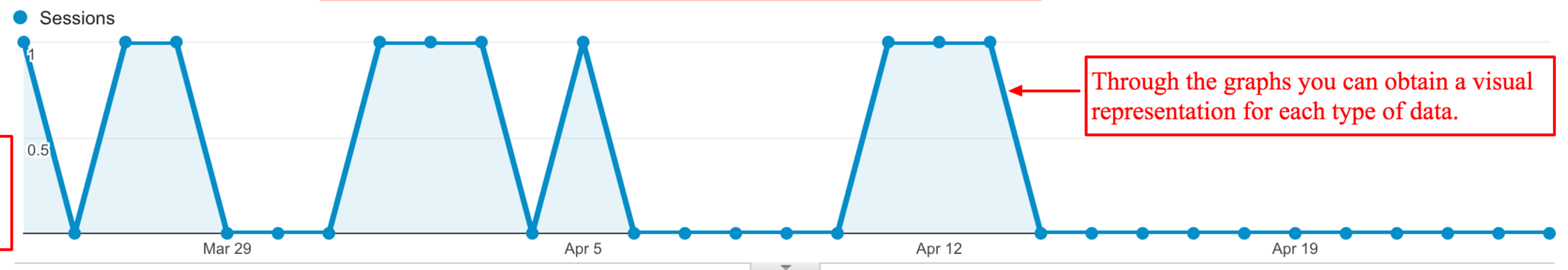
Overview

Sessions vs. Select a metric

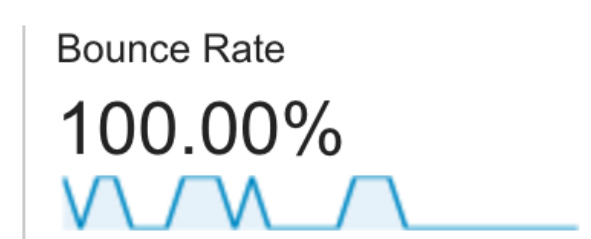
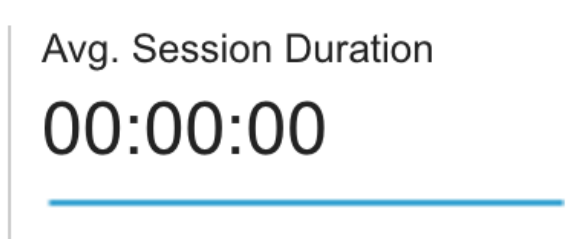
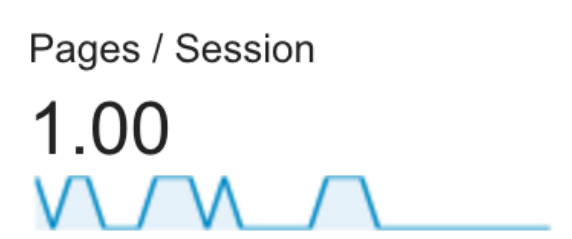
You can select the type of data you'd like to know and compare it to other metrics. Also you can get a general overview of your site.

Hourly Day Week Month

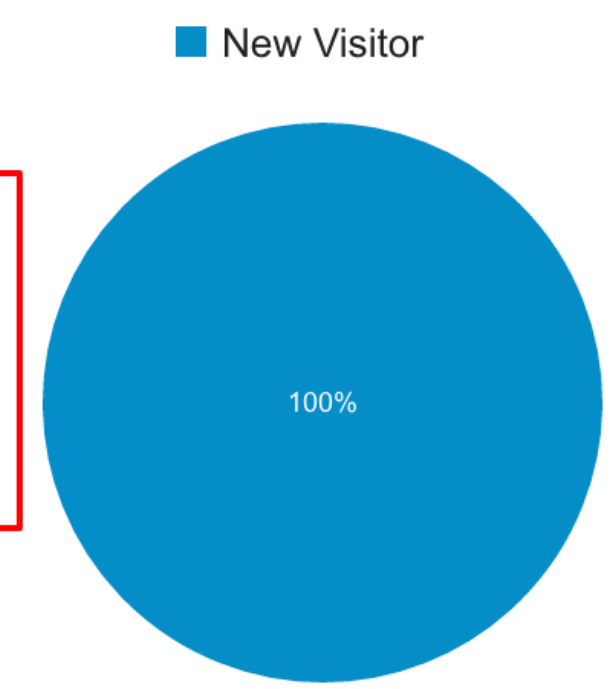
Here the menu for this tab is shown



Through the graphs you can obtain a visual representation for each type of data.



Further below you will find demographic information in order to learn about your audience (language, country, etc).



Search reports & help

Dashboards

Private

My Dashboard

+ New Dashboard

Shortcuts

Intelligence Events

Real-Time

Audience

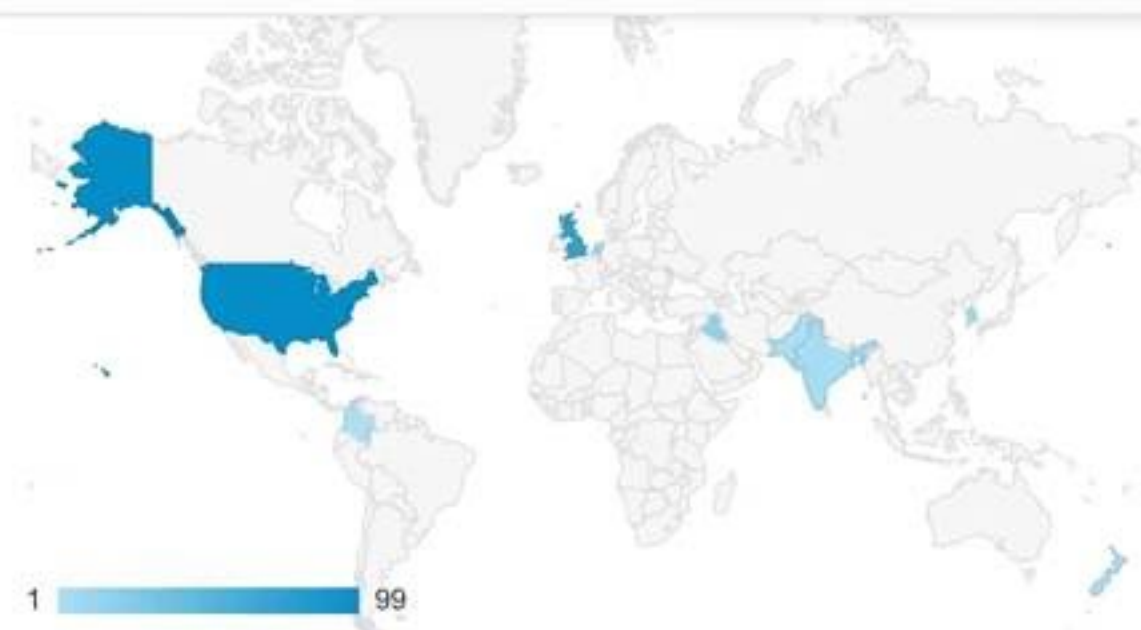
Overview

Active Users

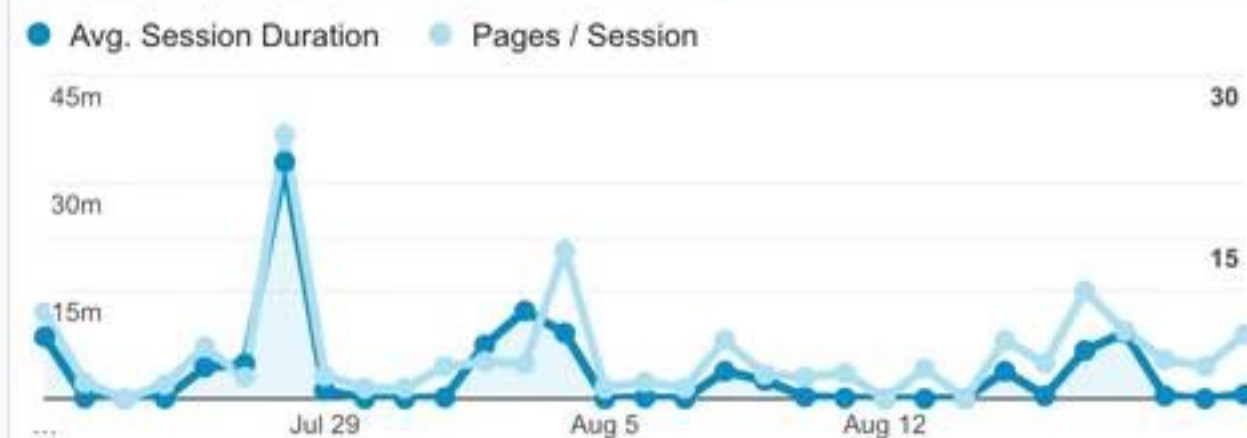
Cohort Analysis **BETA**

User Explorer

Demographics



Avg. Session Duration and Pages / Session



Chrome	147
Firefox	32
Safari	19
(not set)	2
Edge	2
Internet Explorer	1

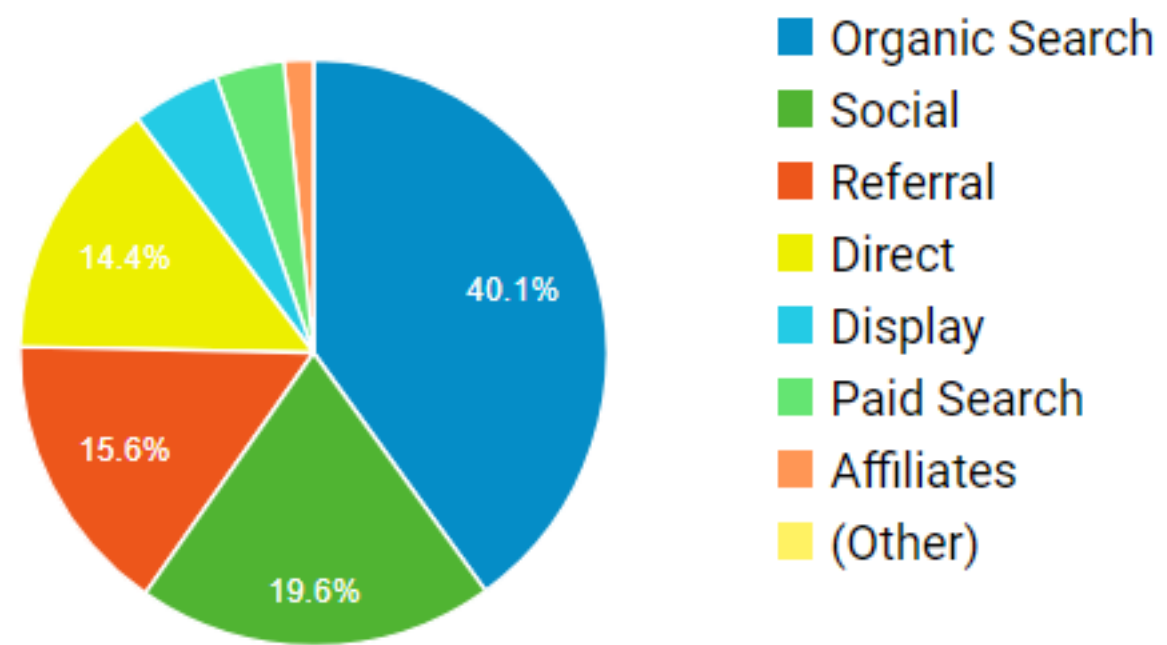
Bounce Rate



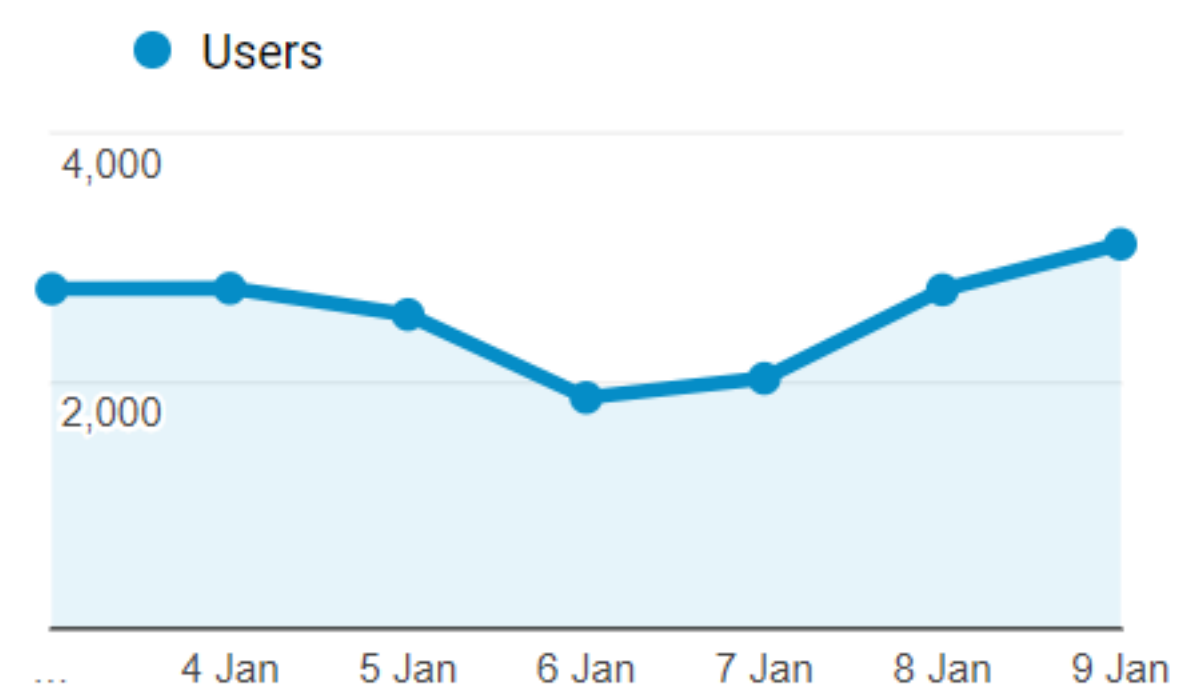
Revenue



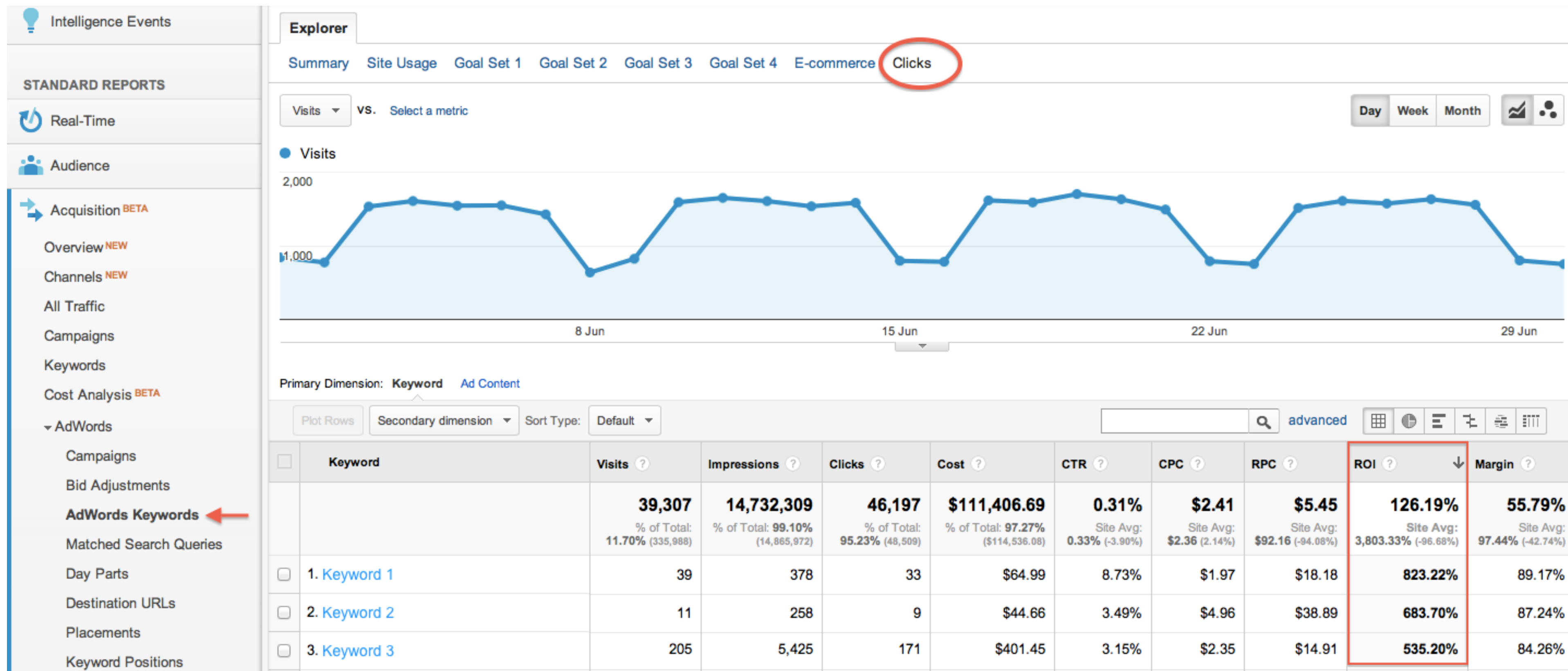
Top Channels



Users



	Acquisition			Behaviour		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages/Sessi... ↓	Avg. Session Duration ↓
	16,502	13,998	19,567	49.21%	3.94	00:02:02
1 ■ Organic Search	6,745			49.85%		
2 ■ Social	3,309			63.98%		
3 ■ Referral	2,633			22.94%		
4 ■ Direct	2,425			52.75%		



What Is a Session in Google Analytics?

A session in Google Analytics is simply a visit to your website. A session starts when someone views a page on your website and ends either when they leave your website or after 30 minutes of inactivity. Everything a user does during that visit is counted as a single session.

What Is a Bounce Rate in Google Analytics?

It is the percentage of single page visits in which a person leaves your website without browsing further pages or call to action

Percent of Bounce Rate:

Number of bounces / Number of total Entries * 100 = %

Google Ads

Google Account Campaign

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

LEARN MORE

Overview 

Recommendations

Campaigns 

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

CAMPAIGNS

AUCTION INSIGHTS

All time Nov 19, 2019

Clicks None EXPAND



Campaign status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

☐	☒ Campaign	Budget	Status	Campaign type	Impr.	↓ Interac	Interaction rate	Avg. cost	Cost	Bi ty
--------------------------	---	--------	--------	---------------	-------	-----------	------------------	-----------	------	-------

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None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

[LEARN MORE](#)

Select the goal that would make this campaign successful to you 



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

CONTINUE

CANCEL

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

[LEARN MORE](#)



Reach your business goals with automated ads on Google and across the web

Select the ways you'd like to reach your goal 

- ☐ Website visits
- ☐ Phone calls
- ☐ Store visits
- ☐ App downloads
- ☒ Lead form submissions

Add lead form on the next step

CONTINUE

CANCEL



- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

Audiences

Select audiences to add to your campaign. You can create new audiences in [Audience Manager](#).

SEARCHBROWSE

Search and filter by term, phrase, or URL

You'll see previously selected audiences here. Use search to start looking for an audience.

10 selectedCLEAR ALL

In-market audiences

Real Estate > Residential Properties > Residential Properties (For Sale) > Houses (For Sale) New Houses (For Sale)

Real Estate > Residential Properties Residential Properties (For Sale)

Real Estate > Residential Properties > Residential Properties (For Sale) Houses (For Sale)

Real Estate Residential Properties

Real Estate > Residential Properties > Residential Properties (For Sale) > Apartments (For Sale) New Apartments (For Sale)

Real Estate > Residential Properties > Residential Properties (For Rent) > Apartments (For Rent)

Audiences targeting setting for this campaign

- Targeting formerly "Target and bid"
Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids
- Observation (recommended) formerly "Bid only"

- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

Locations

Select locations to target

- All countries and territories
- Egypt
- Enter another location

Targeted locations (3)	Reach
Cairo, Cairo Governorate, Egypt city	12,300,000
3 km around Madinaty, Second New Cairo radius	—
New Cairo City, Cairo Governorate, Egypt city	6,680,000

Excluded locations (1)	Reach
El Obour City, Al Qalyubia Governorate, Egypt city	384,000

Enter a location to target or exclude
For example, a country, city, region, or postal code

Advanced search

Location options

Target

- People in, or who show interest in, your targeted locations (recommended)
- People in or regularly in your targeted locations
- People searching for your targeted locations



1

Step 1

☒ Location ☐ Radius☐ Add locations in bulk

Enter a location to target or exclude

For example, a country, city, region, or postal code

Targeted locations (2)

3 km around Madinaty, Second New Cairo radius

New Cairo City, Cairo Governorate, Egypt city

Reach ?



—



6,680,000



Excluded locations (1)

El Obour City, Al Qalyubia Governorate, Egypt city

Reach ?

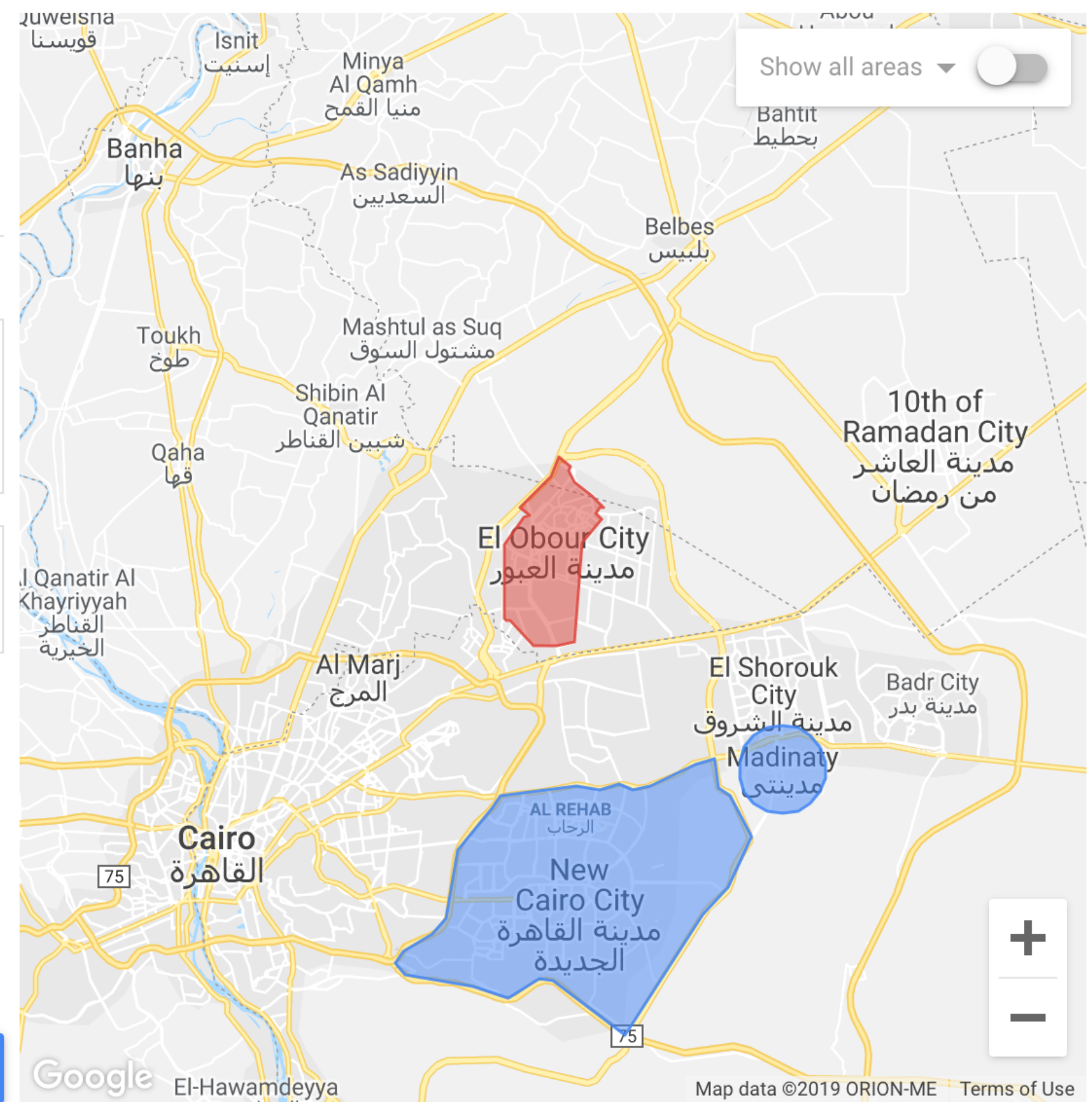


384,000



CANCEL

SAVE



Languages

Select the languages your customers speak ?

Based on your targeted locations,
you may want to add these



- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

Show more settings

Ad extensions

Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions

Select and create campaign-level sitelink extensions

Add at least 2 sitelink extensions

Add new sitelink extension

Sitelink 1

Sitelink text

Apartments

Description line 1 (recommended)

Flat Apartment,Duplex and Penthouse

Description line 2 (recommended)

Final URL

Sitelink 2

10 / 25

35 / 35

0 / 35

- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

1 of 2 previews < >

Highlight sitelink extension ☒

Mobile

Headline 1 | Headline 2

Ad

www.example.com

Description 1

Apartments

Sitelink text

Sitelink text

Sitelink text

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Description line 2 (recommended)

Final URI

0 / 35

?

- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

1 of 2 previews < >

Highlight call extension ☒

Mobile

Headline 1 | Headline 2

Ad [www.example.com](#)

Description 1

Call 01000888441

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

- Generate qualified leads
- Build customer lists
- Start a conversation

[+ CREATE LEAD FORM EXTENSION](#)

HIDE

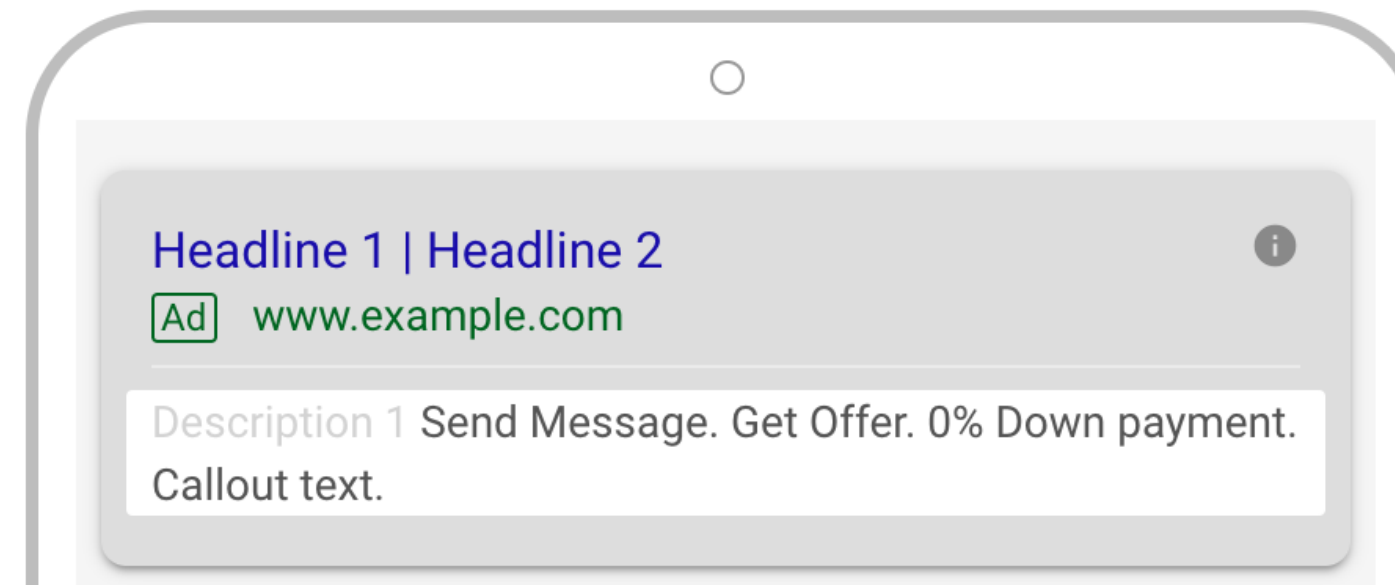


- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

1 of 2 previews < >

Highlight callout extension ☒

Mobile



Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

0 / 25

ADD CALLOUT TEXT

^ Advanced options

Device preference ?

☐ Mobile

Extension scheduling

Select when your ad extensions will be eligible to show

HIDE

Add new lead form extension

Get Full Details

16 / 30

Create your lead form

Headline

in Golden Square

16 / 30

Business name

Trio Gardens

12 / 25

Description

The First Compound in Egypt Serve you with Smart Villa Apartmer

64 / 200

What information do you want to ask for?

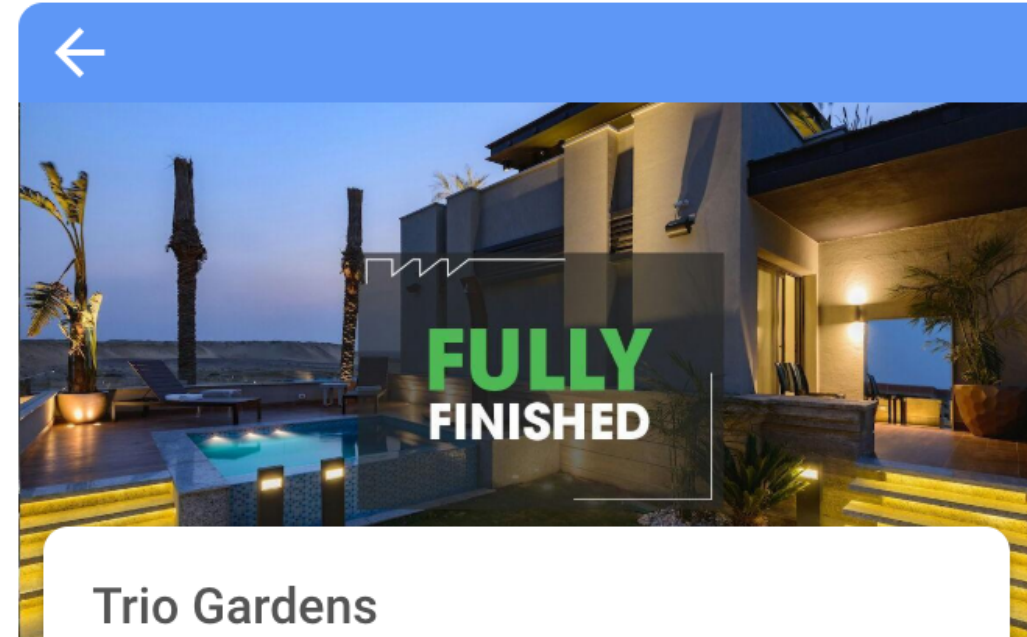
To change the information you ask for after saving your campaign, you will have to create a new form



Name



Email



Trio Gardens

in Golden Square

The First Compound in Egypt Serve you with Smart Villa Apartment

Name

Phone number

GOOGLE DISCLOSURE

By submitting, you agree to send your info to Trio Gardens so they can contact you about the above request. Trio Gardens agrees to use your info in

Lead form state

CANCEL

SAVE

3-1



WhatsApp-Im....jpeg



download (2).jpeg



download (1).jpeg



download.jpeg

Show All



- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

Promotion extensions

Select and create campaign-level promotion extensions

Add new promotion extension

Occasion ?

Black Friday ▼

Black friday promotions are only eligible to show from Oct 15 - Dec 15.
You can narrow this date range in "Advanced options" below. [Learn more](#)

Language

English ▼

Promotion type ?

Percent discount ▼

10 %

Item

Apartments ?

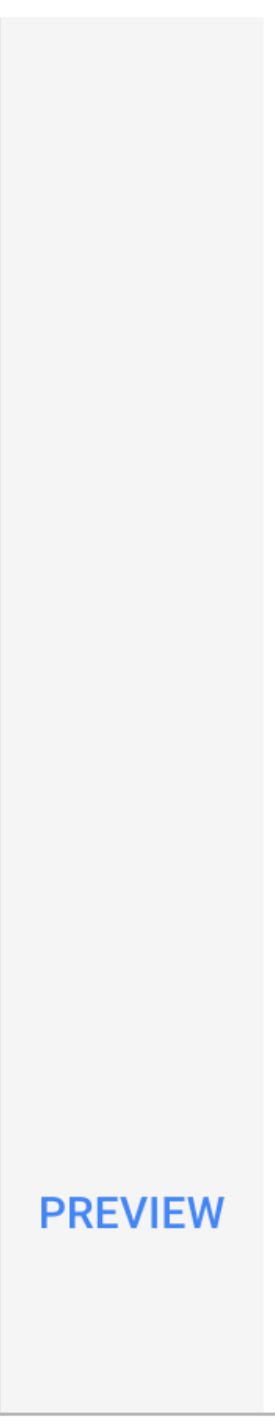
10 / 20

Final URL

?

Promotion details ?

None



PREVIEW

Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT LEARN

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Confirmation

ideagroupeg.com



Headline 1

Trio Gardens



Headline 2

12 / 30

Golden Square



Headline 3

13 / 30

Get Full Details

NEW



16 / 30

Display path

www.ideagroupeg.com / Path 1 / Path 2

Description 1

0 / 15

0 / 15

For the first time in Egypt trio gardens serve you with your private smart apartment villa



90 / 90

Description 2

NEW



0 / 90

Ad URL options

Mobile

Trio Gardens | Golden Square | Get Full Details



Ad www.ideagroupeg.com

For the first time in Egypt trio gardens serve you with your private smart apartment villa

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Keywords



DM Arts
academy

- **Broad Match** : Phrase or Word
- **Strict Match** : “Phrase”
- **Exact Match** : [phrase]

Keyword Planner



DM Arts
academy

< 1 / 2 > Your account cannot show ads - To start running your ads, enter your billing information.

FIX IT

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+

Campaign status: All but removed

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

☐	☐	Campaign	Budget	Status	Campaign type	Impr.	CTR	Cost	Bid strate type
☐	☒	Leads-Search-2	EGP500...	Eligible	Search	0	—	EGP0.00	Maximize
☐	☒	Trio Gardens	EGP2,00...	Eligible	Search	0	—	EGP0.00	Maximize
☐	☒	Leads-Search-5	EGP1,00...	Eligible	Search	0	—	EGP0.00	Maximize
☐	☒	Leads-Search-4	EGP1,00...	Eligible	Search	0	—	EGP0.00	Maximize
☐	☒	Leads-Search-6	EGP1,00...	Eligible	Search	0	—	EGP0.00	Maximize
Total: All but removed campaigns						0	—	EGP0.00	
☒	☐	Total: Account	EGP5,500...			0	—	EGP0.00	

1 - 6 of 6

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FIX IT LEARN MORE

-  **BILLING** 
-  **SETUP** 
-  **MEASUREMENT** 
-  **BULK ACTIONS** 
-  **SHARED LIBRARY** 
-  **PLANNING** 
- Performance Planner
- Keyword Planner
- Reach Planner
- Ad Preview and Diagnosis

☰ ☰ ☰ ⬇ ⌂ ⋮ SEGMENTCOLUMNSREPORTSDOWNLOADEXPANDMORE ⬆					
Campaign	Impr.	CTR	Cost	Bid strategy	
rch	0	—	EGP0.00	Maximize	
rch	0	—	EGP0.00	Maximize	
rch	0	—	EGP0.00	Maximize	
rch	0	—	EGP0.00	Maximize	
rch	0	—	EGP0.00	Maximize	
	0	—	EGP0.00		
	0	—	EGP0.00		

1 - 6 of 6

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[GET STARTED](#) [LEARN MORE](#) [DISMISS](#)

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

Plan name: — Locations: Egypt Language: Arabic Search networks: Google Last 12 months Nov 2018 – Oct 2019



START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business



property

apartment

apartment for sale

شقق للبيع

شقق فى التجمع الخامس

اسعار المتر فى التجمع

شقق

فلل للبيع

عقارات

+ Add another keyword



Include brand names in results

Enter a domain to use as a filter

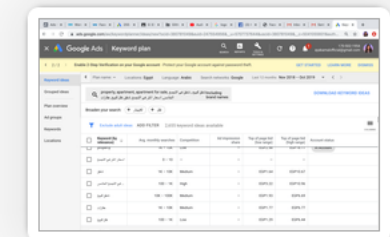


https://

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer



GET RESULTS



Keyword (by

Avg. monthly searches

Competition

Ad impression

Top of page bid

Top of page bid

Account status

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GET STARTED

LEARN MORE



Plan name: —

Locations: Egypt

Language: Arabic

Search networks: Google

Last 12 months

Nov 2018 – Oct 2019



property, apartment, apartment for sale, شقق للبيع, شقق فى التجمع Including brand names
الخامس, اسعار المتر فى التجمع, شقق, فلل للبيع, عقارات

DOWNLOAD KEYWORD PLAN

Broaden your search:

+ للإيجار

+ فلل



Exclude adult ideas

ADD FILTER

2,655 keyword ideas available

☐ Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
☐ property	1K – 10K	Low	—	EGP2.58	EGP16.11	In Account
☐ اسعار المتر فى التجمع	0 – 10	—	—	—	—	
☐ شقق	1K – 10K	Medium	—	EGP1.64	EGP10.67	
☐ ... فى التجمع الخامس	100 – 1K	High	—	EGP3.22	EGP10.96	
☐ شقق للبيع	10K – 100K	Medium	—	EGP1.93	EGP6.69	
☐ عقارات	1K – 10K	Medium	—	EGP1.77	EGP6.77	

Retargeting Campaign



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FIX IT

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Campaign status: All but removed

ADD FILTER

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☐	☐	Campaign	Budget	Status	Campaign type	Impr.	CTR	Cost	Bid strate type
☐	☒	Leads-Search-2	EGP500...	Eligible	Search	0	—	EGP0.00	Maximize
☐	☒	Trio Gardens	EGP2,00...	Eligible	Search	0	—	EGP0.00	Maximize
☐	☒	Leads-Search-5	EGP1,00...	Eligible	Search	0	—	EGP0.00	Maximize
☐	☒	Leads-Search-4	EGP1,00...	Eligible	Search	0	—	EGP0.00	Maximize
☐	☒	Leads-Search-6	EGP1,00...	Eligible	Search	0	—	EGP0.00	Maximize
Total: All but removed campaigns						0	—	EGP0.00	
☒	☐	Total: Account	EGP5,500...			0	—	EGP0.00	

1 - 6 of 6

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Google Ads

Audience manager

SEARCH

REPORTS

TOOLS & SETTINGS

17

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Enable 2-Step Verification on your Google account - Protect your Google account

GET STARTED

LEARN

Audience lists

Audience insights

Audience sources

REMARKETING

CUSTOM AUDIENCES

+

ADD FILTER

Audience name

↑

In-use

Galleria moon valley

description lead form thank you page

Not in-use

AdWords optimized list

Combined audience based on available data sources

Reporting is not real-time. Time zone for all dates and times: (GMT+02:00) Eastern European Standard Time. [Learn more](#)

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BILLING

▼

SETUP

▼

MEASUREMENT

▼

BULK ACTIONS

▼

SHARED LIBRARY

▲

Audience manager

Bid strategies

Negative keyword lists

Shared budgets

Placement exclusion lists

PLANNING

▼

ed audiences

SEARCH

SEGMENT

COLUM

Size: Search

Size: YouTube

Size: Dis

0

0

<1,000

<1,000

<1,



DM Arts
academy

Audience lists

Audience insights

Audience sources

REMARKETING

CUSTOM AUDIENCES

+

▼

ADD FILTER

Enabled audiences ▼

🔍

SEARCH

≡

SEGMENT

▮▮▮

COLUMNS

⬇

DOWNLOAD

🔗

EXPAND

☐ Audience name ↑	Type	Membership status	Size: Search	Size: YouTube	Size: Display	Size: Gmail campaign
In-use						
☐ Galleria moon valley description lead form thank you page	Website visitors Rule-based	Open	0	0	0	0
Not in-use						
☐ AdWords optimized list Combined audience based on available data sources	Combined list Automatically created	Open	<1,000	<1,000	<1,000	Incompatible

1 - 2 of 2

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Google Ads

Audience manager



170-502-1954
ayakamaloofficial@gmail.com



< 2 / 2 >

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[GET STARTED](#)

[LEARN MORE](#)

[DISMISS](#)

Audience lists

REMARKETING

CUSTOM AUDIENCES

Audience insights

Audience sources



Website visitors



App users



YouTube users



Customer list



Custom combination

Enabled audiences ▾



SEARCH



SEGMENT



COLUMNS



DOWNLOAD



EXPAND

People who visited your website or landing pages

	Type	Membership status	Size: Search	Size: YouTube	Size: Display	Size: Gmail campaign
	Website visitors Rule-based	Open	0	0	0	0
	Combined list Automatically created	Open	<1,000	<1,000	<1,000	Incompatible

1 - 2 of 2

[Reporting is not real-time.](#) Time zone for all dates and times: (GMT+02:00) Eastern European Standard Time. [Learn more](#)

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List members

Select the type of visitors from which you'd like to create an audience. [Learn more](#)

Visitors of a page ▼

Visited page

Include people that visited a page with the following rules

Match any rule group

Match every rule group

any rule in this group

URL ▼

contains ▼

AND

OR

Pre-fill options

Pre-fill list with people from the past 30 days ▼

Membership duration

People stay in the audience for 30 days ▼

Description

Add an audience description (optional) ▼

Audience list size

Enter at least one condition to see the potential reach of your audience

Your use of remarketing lists must comply with the [Personalized advertising policy](#) and the [Google EU user consent policy](#)

List members

Select the type of visitors from which you'd like to create an audience. [Learn more](#)

Visitors of a page ▾

Visited page

Include people that visited a page with the following rules

Match any rule group ▾

A visited page must match **every** rule in this group

URL ▾

contains ▾

www.zedcompound.com



URL ▾

contains ▾

www.zedcompound.com/c

AND



OR



Your audience **doesn't have any members**. Try adjusting your rules and check the "Audience list size" panel.

Audience list size

Based on the last 30 days of activity ?

Cookies

0



There are no cookies that match the rules you've selected, try adjusting your rules to see a potential audience list size. [Learn more](#)

Pre-fill options

Pre-fill list with people from the past 30 days



Pre-fill options

Choose between pre-filling the list or starting with an empty one

☒ Pre-fill list with people who matched the rules within the past 30 days

☐ Start with an empty list

Google Ads can pre-fill your list with people who have interacted with your business in the previous 30 days, or you can start with an empty list.

Membership duration People stay in the audience for 30 days

Description Add an audience description (optional)

selected, try adjusting your rules to see a potential audience list size. [Learn more](#)

Thank You